



Architectural Commission Report

Meeting Date: Wednesday, October 15, 2014

Subject: **DOOR TO DOOR VALET CLEANERS (PL1426751)**
9849 South Santa Monica Boulevard

Request for approval of a façade remodel, business identification signage, and a sign accommodation to allow business identification signage to face private property. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: Michael Palmer – MPA Architects

Recommendation: Conduct public hearing to discuss the project details and provide the applicant with an approval.

REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel, business identification signage, and a sign accommodation to allow business identification signage to face private property for Door to Door Valet Cleaners located at 9849 South Santa Monica Boulevard. The proposed project includes the following components:

Façade Remodel

- Storefront system with clear glazing and brushed aluminum framing;
- Polish (e) white marble at sides of storefront;
- Cream and black awnings on front, side, and rear elevations, and
- Paint (e) stucco in a cream color, and;
- Enlarge (e) window on side (northeast) elevation.

Business Signage

- One (1) 9.3 SF awning-mounted, non-illuminated sign (sign copy: logo)
Note: As the awning does not project more than 12" from the face of the building, the proposed sign is classified as a standard business identification sign and is subject to the same development standards as a façade- or window-mounted business identification sign.
- One (1) 3.5 SF window-mounted, non-illuminated sign (sign copy: logo)

TOTAL SIGN AREA: 12.8 sf

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the maximum sign area for a ground floor business with street frontage is calculated at a ratio of 2 SF for each one foot of linear street frontage with a maximum area of 100 SF. Based on a street frontage of 23'-5", the maximum sign area for this tenant is 47 SF.

Attachment(s):

- Detailed Design Description and Materials (Applicant Prepared)
- Project Design Plans
- DRAFT Approval Resolution

Report Author and Contact Information:

Cindy Gordon, AICP, Associate Planner
(310) 285-1191
cgordon@beverlyhills.org



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – October 15, 2014

Sign Accommodation (Private property-oriented Signage)

- One (1) 9.3 SF awning-mounted, non-illuminated sign (sign copy: logo)

Note: As the awning does not project more than 12" from the face of the building, the proposed sign is classified as a standard business identification sign and is subject to the same development standards as a façade- or window-mounted business identification sign.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow a sign to be located on a wall abutting an alley or private property if the sign is affixed to that portion of an exterior wall which abuts the business and the sign area does not exceed 75% of the area otherwise permissible if the wall abutted a public street. Based on side façade width of 40'-0", the maximum sign area for an alley-oriented business identification sign is 60 SF, as the maximum sign area would otherwise be 80 SF if the façade abutted a public street.

URBAN DESIGN ANALYSIS

The proposed façade remodel and business identification signage are appropriate to the overall building and provide a classic aesthetic update to the storefront. The project exhibits good taste and good design and anticipated to serve as a positive enhancement to the streetscape of South Santa Monica Boulevard.

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment. The project has also been reviewed and found not be a historic resource. The existing improvements to be demolished or altered were not designed by an architect or builder identified on the City's Master Architect list and the site and improvements are not listed on the City's historic resource inventory.

PUBLIC OUTREACH AND NOTIFICATION

Public outreach and notification was not required for this project.



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – October 15, 2014

Attachment A

Detailed Design Description
and Materials (applicant prepared)

SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION

A Indicate Requested Application

- Staff Review
 - Three (3) sets of plans required (all plan sets must be 11" x 17" in size).
- Architectural Commission Review
 - Eight (8) sets of plans required (all plan sets must be 11" x 17" in size).
 - Public Notice materials required for Sign Accommodations (see Section 5 for public notice requirements).

B Identify the scope of work (check all that apply):

- New construction
- Façade Remodel ONLY
- Business Identification Sign(s)
 - Number of signs proposed:
- Building Identification Sign(s)
 - Number of signs proposed:
- Sign Accommodation (explain reason for the accommodation request below):
 - Business need for recognition/identification _____ Number of signs proposed:
- Other: _____

- Remodel: Int. & Ext, no floor area added
- Remodel: Int. & Ext, floor area added
- Awning(s): New Recovery
- Open Air Dining: #Tables # Chairs

C Describe the scope of work proposed including materials and finishes:

The signs will be text/graphic logo from vinyl cutouts and heat applied to canvas awning. Business owner is requesting to be allowed to use full 14" height limitation for text and logo as shown in attached renderings. Each awning sign is 9.33 square feet. Also, per preliminary meetings, there is a applied vinyl sign/logo in the storefront window which is 10-1/2" in height and 3.5 square feet. The storefront will be Aluminum and clear 1/4" glass. The piers will be the existing marble, polished. The stucco behind the canopy will be painted with Behr exterior paint color "Parmesan".

D Identify the Project Zoning (City Zoning Map: <http://gis.beverlyhills.org/>)

- R-4
- R-4X
- R-4
- R-4-P
- R-4X2
- R-3
- RMCP
- C-3
- C-3A
- C-3B
- C-5
- C-3T-1
- C-3T-2
- C-3T-5
- C-5
- Other: _____

E Lot is currently developed with (check all that apply):

- General Office Building
- Multi-family Building
- Other (specify below): _____
- Retail Building
- Vacant
- _____
- Medical Office Building
- Restaurant
- _____

F Has the existing structure been designed by a notable architect or is it identified on any historic resource inventory, including the City of Beverly Historic Resources Survey (Verify with the Planning Division if the property is listed on the City's survey)?

Yes No If yes, please list Architect's name: _____

SECTION 3 – PROJECT DETAILS AND MATERIALS (continues on next page)

A Indicate in the chart below all applicable signage details:

	<u>Type of Sign</u>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1	Awning Sign(s)			0.38 S.F.	26 S.F.
2	Building ID Sign(s)	1	2'-0-1/4" X 2-1/4"	0.38 S.F.	
3	Window Sign(s)			0.38 S.F.	
4					
5					

B List the specific materials and finishes for all of the architectural features proposed in the project (List N/A, not applicable, for features that do not apply.):

FAÇADE (List all material for all portions visible from the street)

Material: Stucco with marble panels
 Texture /Finish: Float finish stucco / polished honed marble
 Color / Transparency: White stucco / white mabel with gray veining

WINDOWS/DOORS (Include frame, trim, glass, metal, etc.)

Material: Aluminum and glass storefront
 Texture /Finish: Aluminum brushed finish.
 Color / Transparency: Clear glass- no tint

ROOF

Material: Existing/no change
 Texture /Finish: Existing/no change
 Color / Transparency: Existing/no change

COLUMNS

Material: N/A
 Texture /Finish: _____
 Color / Transparency: _____

BALCONIES & RAILINGS

Material: N/A
 Texture /Finish: _____
 Color / Transparency: _____

OUTDOOR DINING ELEMENTS (List all material for all outdoor dining elements.)

Material: N/A
 Texture /Finish: _____
 Color / Transparency: _____

SECTION 3 – PROJECT DETAILS AND MATERIALS (continued from previous page)

AWNINGS, CANOPIES

Material: Canvas
Texture /Finish: _____
Color / Transparency: Black & Natural

DOWNSPOUTS / GUTTERS

Material: Existing/no change
Texture /Finish: Existing/no change
Color / Transparency: Existing/no change

BUSINESS ID SIGN(S)

Material: Heat transfer on Canvas
Texture /Finish: _____
Color / Transparency: Red & Black, no transparency

BUILDING ID SIGN(S)

Material: Stainless address numbers only
Texture /Finish: Brushed
Color / Transparency: _____

EXTERIOR LIGHTING

Material: NA
Texture /Finish: _____
Color / Transparency: _____

PAVED SURFACES

Material: NA
Texture /Finish: _____
Color / Transparency: _____

FREESTANDING WALLS AND FENCES

Material: NA
Texture /Finish: _____
Color / Transparency: _____

OTHER DESIGN ELEMENTS

Material: NA
Texture /Finish: _____
Color / Transparency: _____

C Describe the proposed landscape theme, if applicable. Explain how the proposed landscaping complements the proposed style of architecture:

NA- no landscaping proposed- Adjacent planter is on neighboring property.

SECTION 4 – DESIGN ANALYSIS AND FINDINGS (for Commission level applications only)

A Clearly identify how your project adheres to each of the required findings of the Architectural Review Commission:

- 1. Describe how the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.**

Proposed business will be housed in existing building built in 1946. Building is modern, simple and elegant in style with parapet and glass storefront with minimal frame. Proposed floor to ceiling height storefront will increase feeling of welcome and spaciousness for the passerby. Proposed canopy, signage and facade colors and materials are designed to harmonize with existing adjacent tenant while offering new tenant opportunity to identify new business as a high level service familiar to the Beverly Hills community. The Black and Cream color awnings proposed speak to high level brands such as Gucci, familiar to clientele of Beverly Hills. In short, tenant improvement design seeks to be identified as high end service for the patrons of the city.

- 2. Describe how the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable.**

As mentioned above, the building itself has existed since 1946. The storefront will be the primary protection against the main undesirable element of the environment- noise. The 1/4" glass storefront system will help to reduce the noise emanating from Santa Monica Blvd.

- 3. Describe how the proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value.**

The existing building has served the Beverly Hills public for many years and the proposed tenant improvements are designed to appeal to the tastes of the public of Beverly Hills. The tenant has every incentive to present the property as a destination that speaks of style, cleanliness and beauty. The materials selected are of enduring quality- stainless steel, marble, and glass. The canvas awnings are tasteful in color and appearance, and because they are also the primary signage display, there is also every incentive for the tenant to maintain them in excellent condition.

- 4. Describe how the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan.**

The existing building, rather than being in harmony with existing land developments has been part of the environment upon which subsequent developments were based. Though it is not of historical significance, the existing building blends well with the traditional, yet eclectic context of Beverly Hills.

- 5. Describe how the proposed development is in conformity with the standards of the municipal code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.**

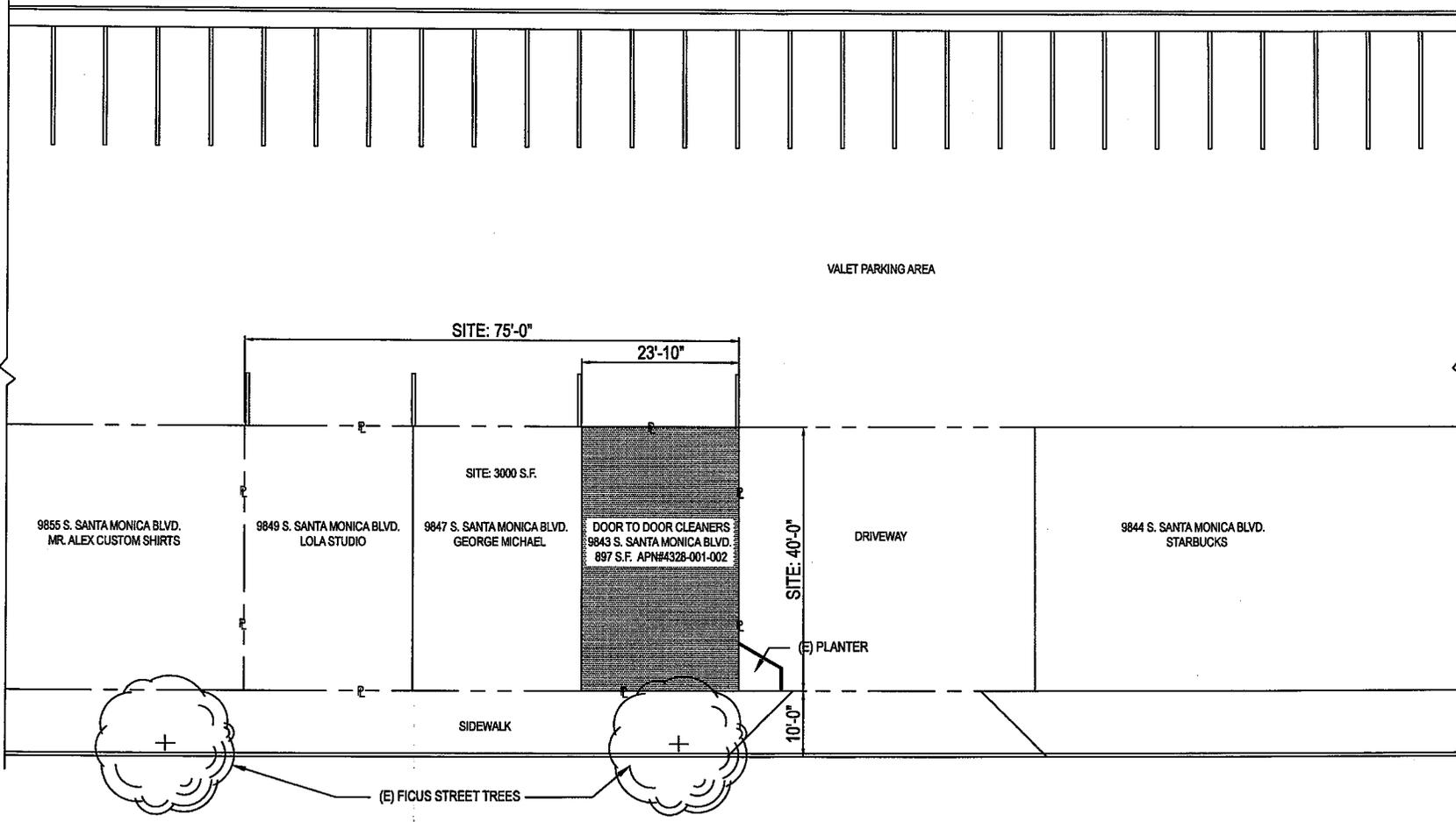
Again, the existing building, having been there since 1946, has been part of the context of the built environment of Beverly Hills for many years. The proposed tenant improvement will be in accordance with the Beverly Hills Municipal code and other applicable laws. There is no change to the existing footprint of the building, and the tenant improvements to the facade meet the municipal code requirements in regard to appearance as was described above.



Architectural Commission Report

455 North Rexford Drive, Room 280-A
AC Meeting – October 15, 2014

Attachment B
Project Design Plans



SOUTH SANTA MONICA BLVD.



SITE PLAN



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PROJECT
A PROPOSED COMMERCIAL TENANT IMPROVEMENT LOCATED AT:
9843 S. SANTA MONICA BLVD.
BEVERLY HILLS, CA 90212

REVISIONS

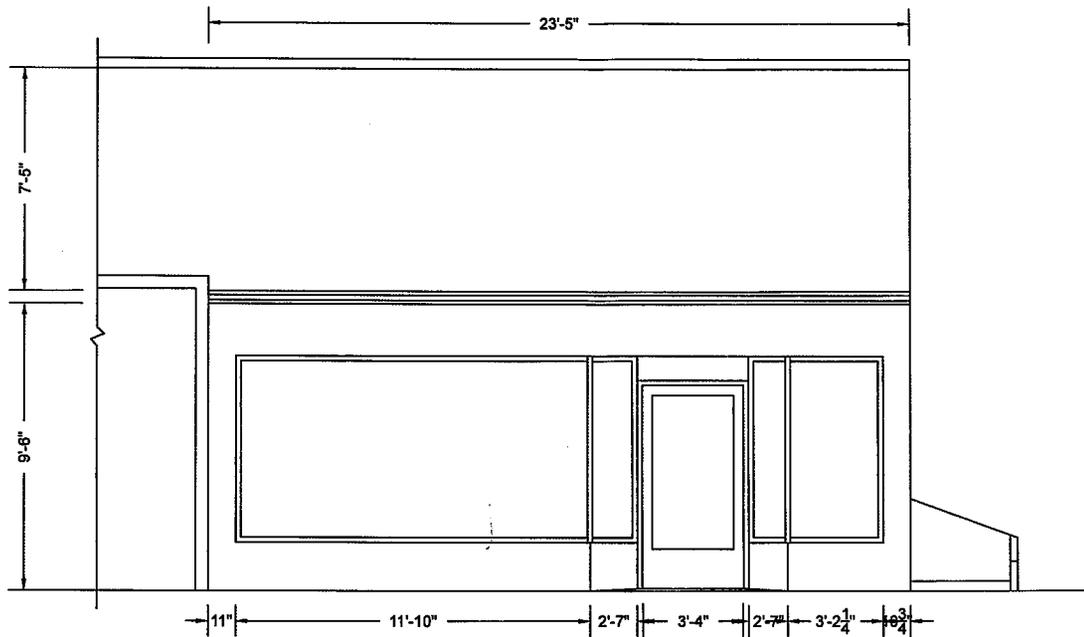
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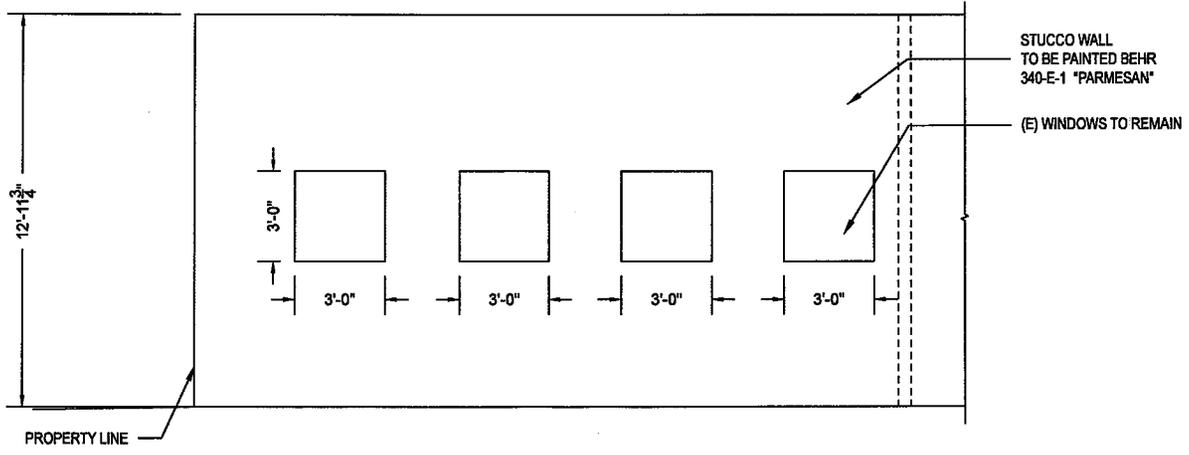
SITE PLAN

DATE	BY	REVISION
08-26-14		

A2



SOUTHEAST (FRONT) ELEVATION (A)



NORTHWEST (REAR) ELEVATION (B)

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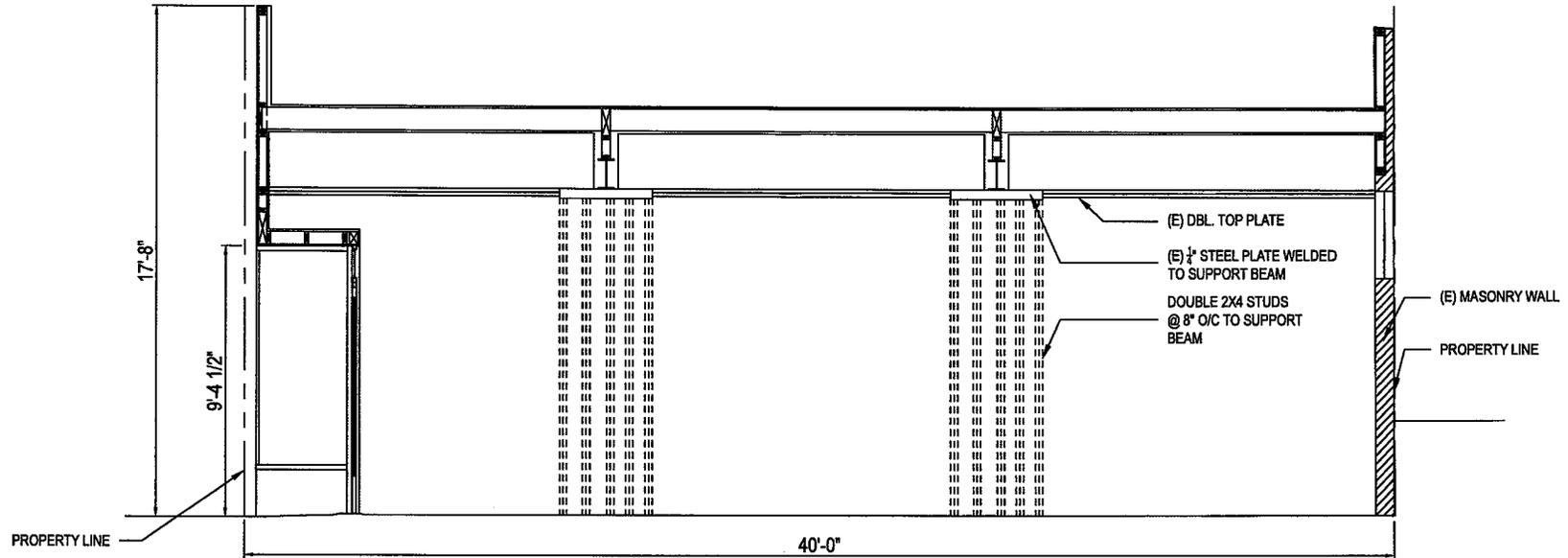
CLIENT
DOOR TO DOOR CLEANERS
 SAJID VEERA, HABIB VEERA
 13238 HAWTHORNE BLVD
 HAWTHORNE CA 90250-3804

PROJECT
 A PROPOSED COMMERCIAL TENANT IMPROVEMENT LOCATED AT:
9843 S. SANTA MONICA BLVD.
 BEVERLY HILLS, CA 90212

REVISIONS	
NO.	DESCRIPTION

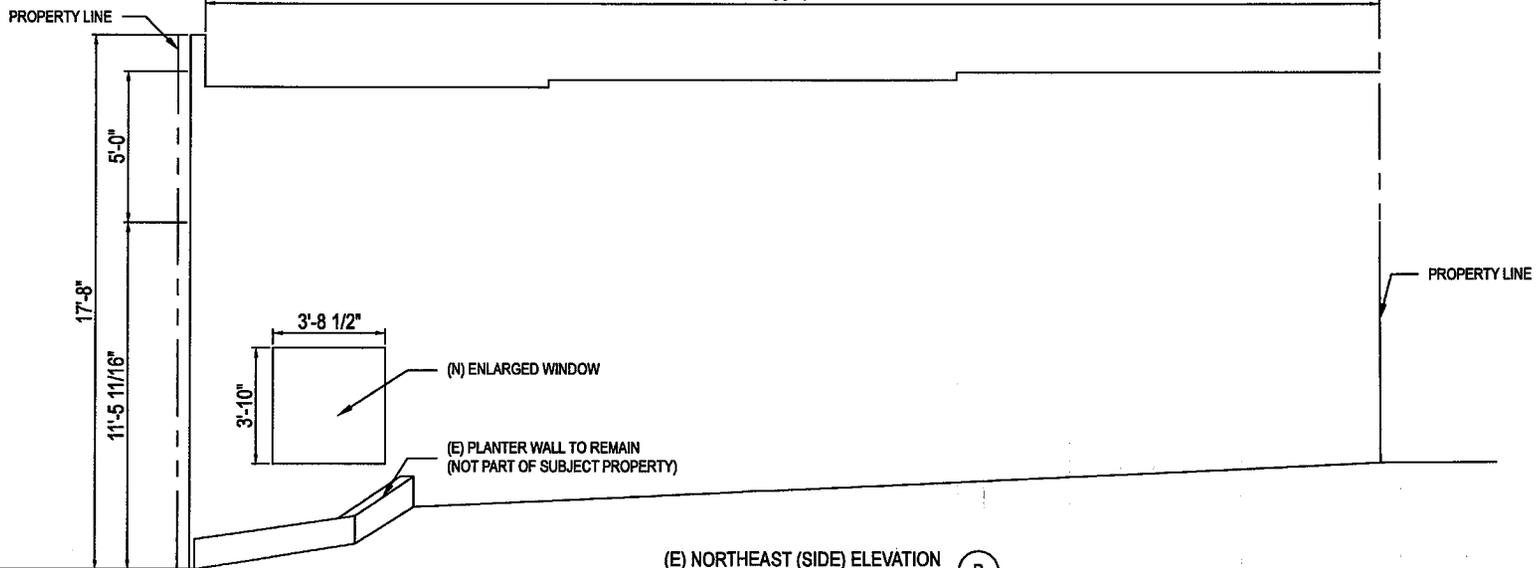
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 EXISTING ELEVATIONS

DATE	08-20-14	SCALE	AS SHOWN
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PROJECT NO.	1044	SHEET NO.	A4



(E) SECTION

A



(E) NORTHEAST (SIDE) ELEVATION

B



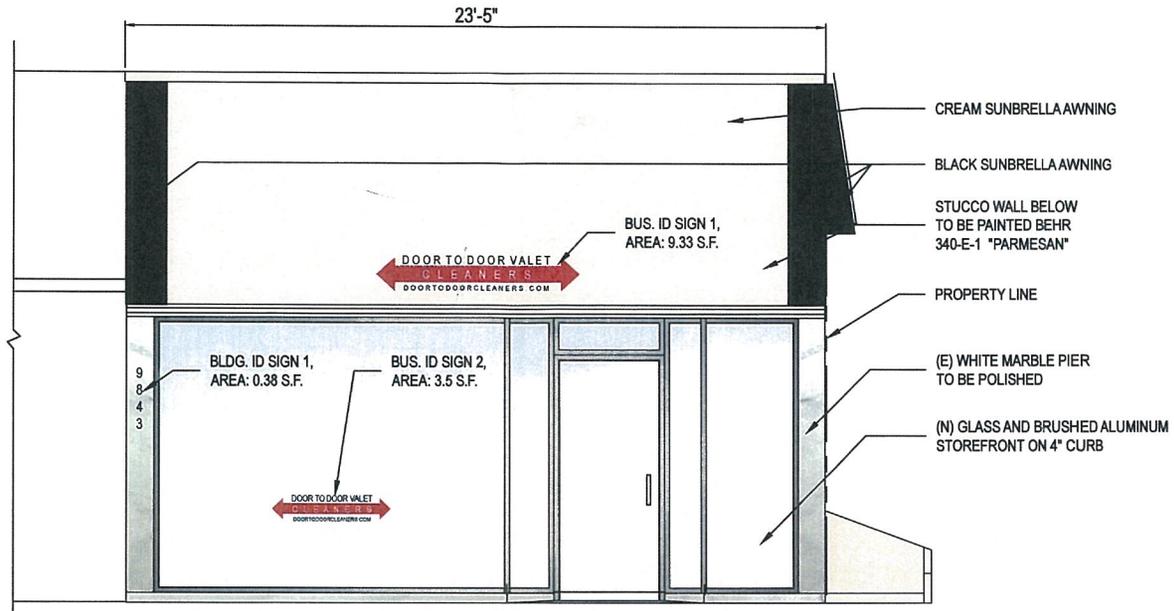
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 BEVERLY HILLS, CA 90212

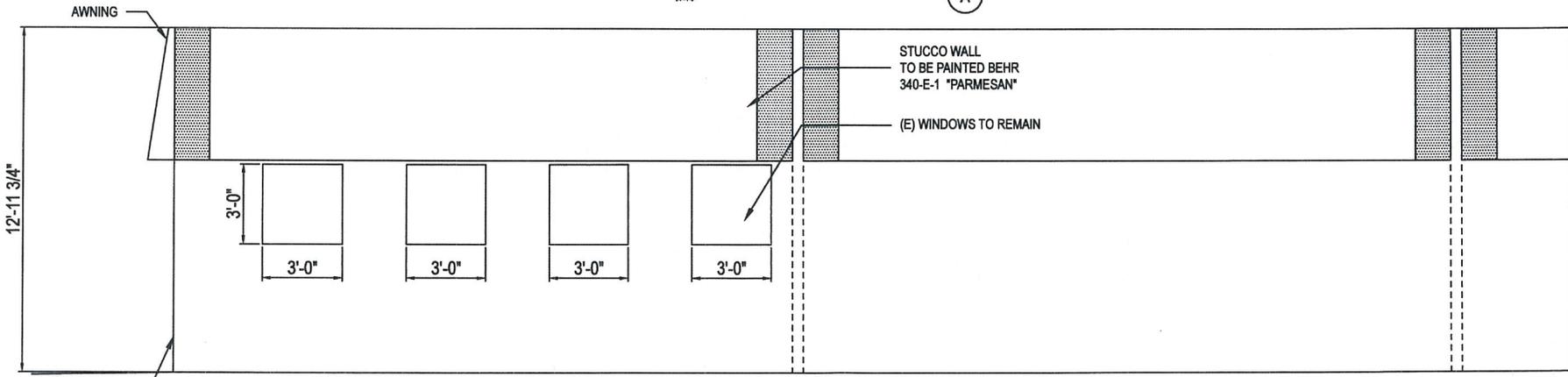
REVISIONS	
NO.	DESCRIPTION

SHEET TITLE	
EXISTING SECTION SIDE ELEVATION	
DATE	AS NOTED
BY	10/24/18 (S)
CHECKED	
SCALE	A5

SIGN AREA CALCULATIONS:
BUSINESS ID SIGNS:
 SIGN 1= 9.33 S.F.
 SIGN 2= 3.50 S.F.
 SIGN 3= 9.33 S.F.
SIGNAGE TOTAL: 22.16 S.F.
TOTAL ALLOWABLE SIGNAGE:
2 X 23FT. STOREFRONT=46 S.F.
SIGNAGE COMPLIES
BUILDING ID SIGN
 SIGN 1: 0.38 S.F.

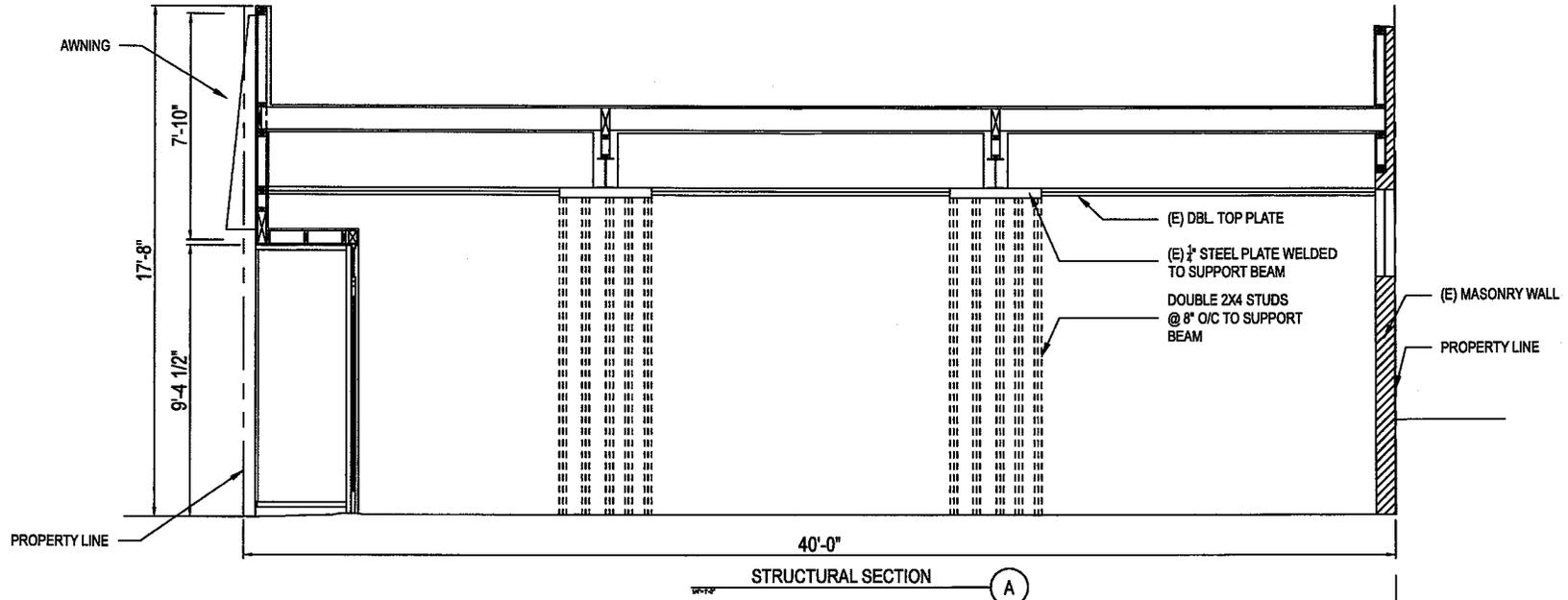


SOUTHEAST (FRONT) ELEVATION (A)

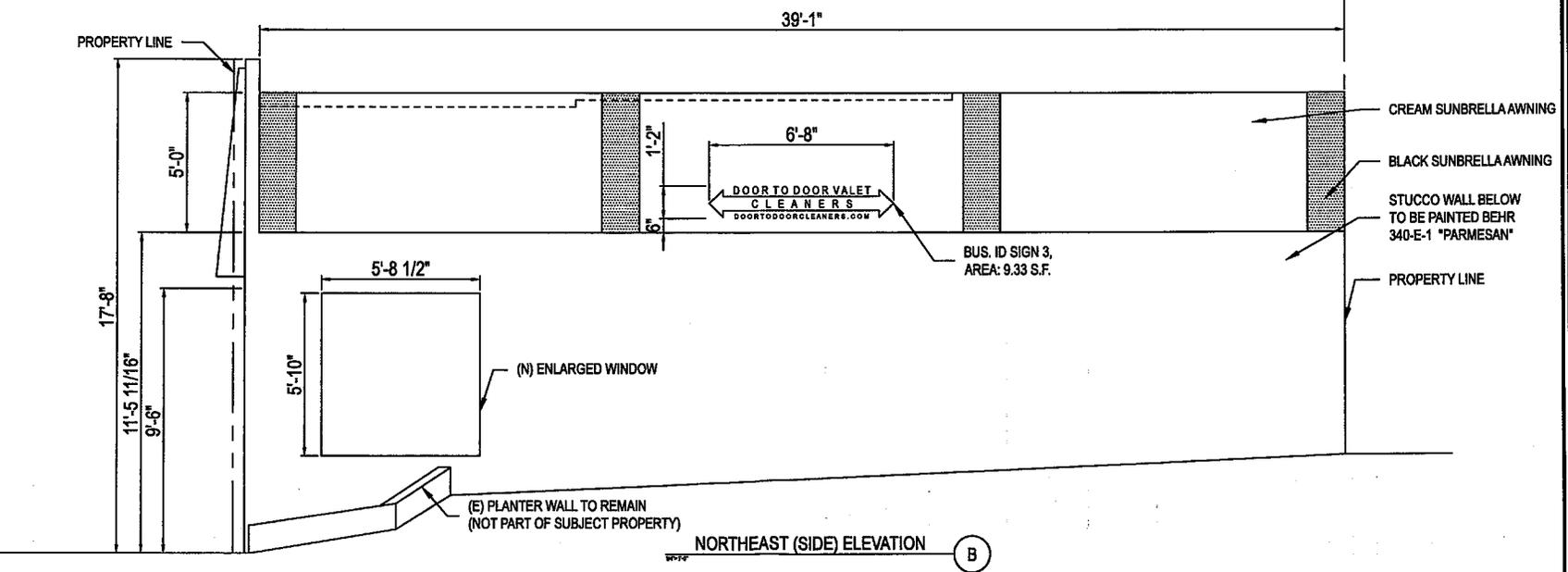


NORTHWEST (REAR) ELEVATION (B)

NO.	REVISIONS	DATE



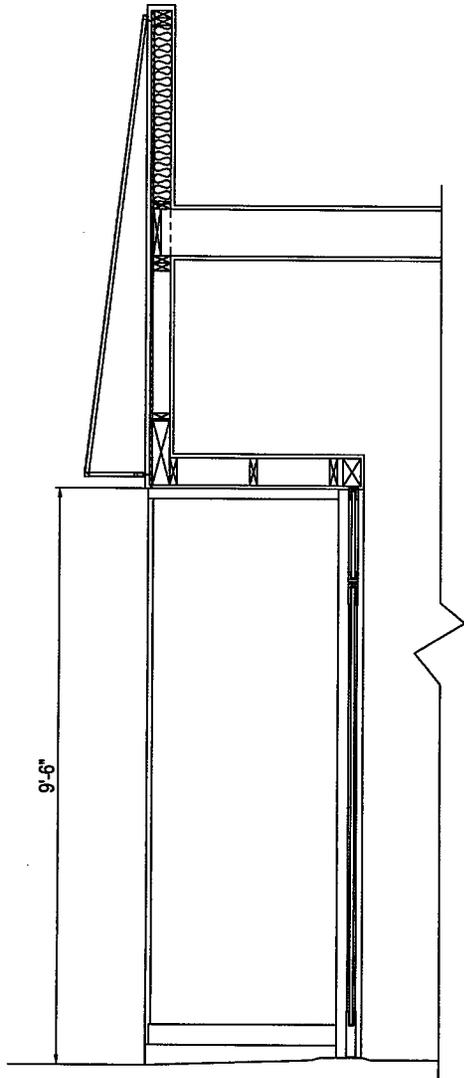
STRUCTURAL SECTION A



NORTHEAST (SIDE) ELEVATION B

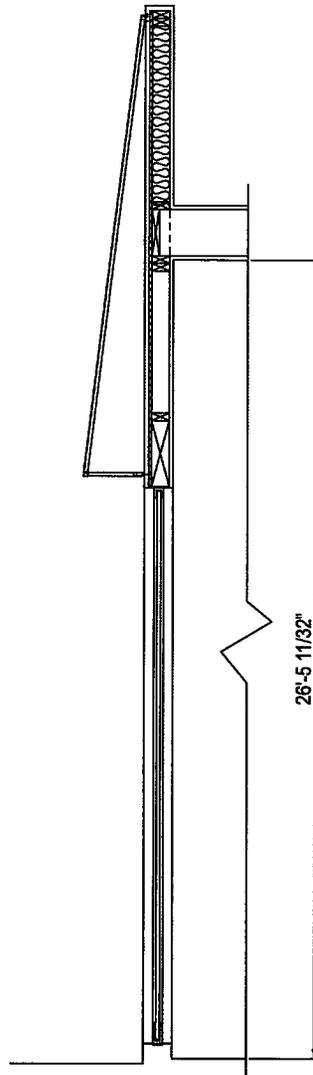
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SHEET TITLE
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 SHEET NO.: A7



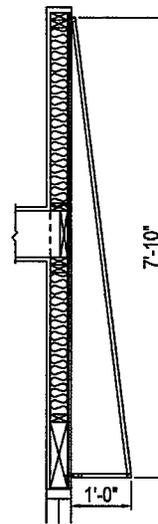
SECTION THRU VESTIBULE

(A)



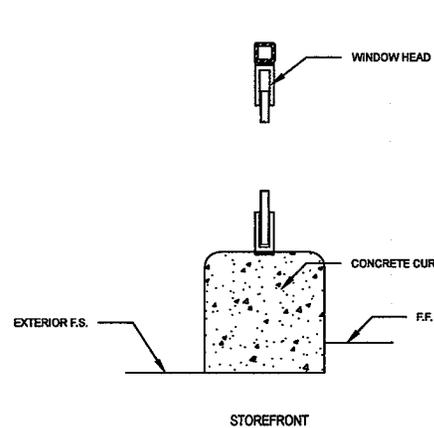
SECTION THRU STOREFRONT

(B)



AWNING DETAILS

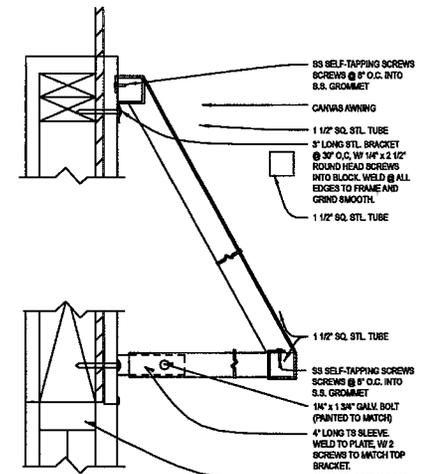
(D)



STOREFRONT

STOREFRONT DETAILS

(C)



DOOR

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PROJECT
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9843 S. SANTA MONICA BLVD.
 BEVERLY HILLS, CA 90212

NO.	REVISIONS	DATE

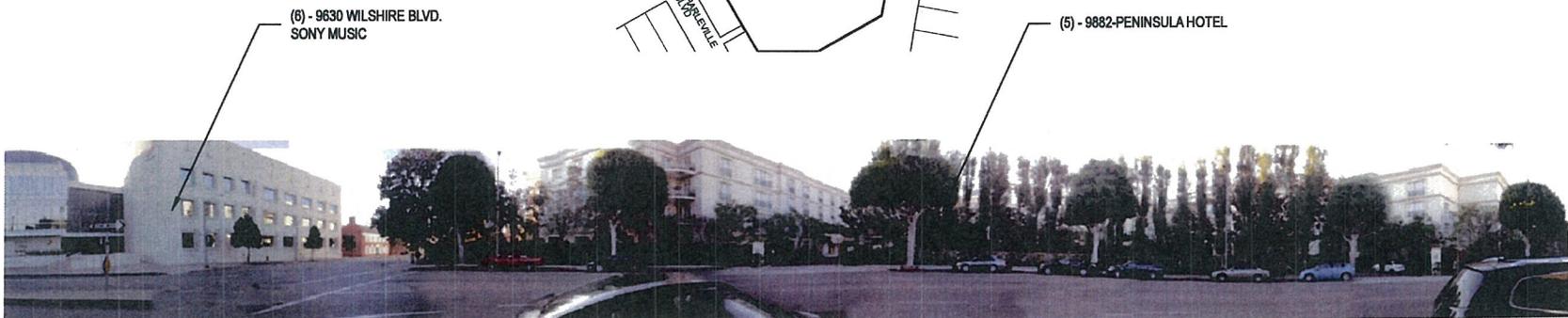
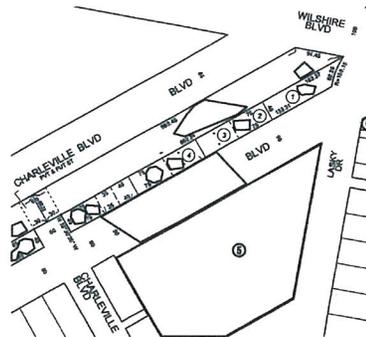
SHEET TITLE
 SECTIONS/DETAILS

DATE	BY	REVISIONS
08-24-11	EL	AS NOTED

1004 **A8**



PANORAMA INCLUDING SITE



PENINSULA HOTEL



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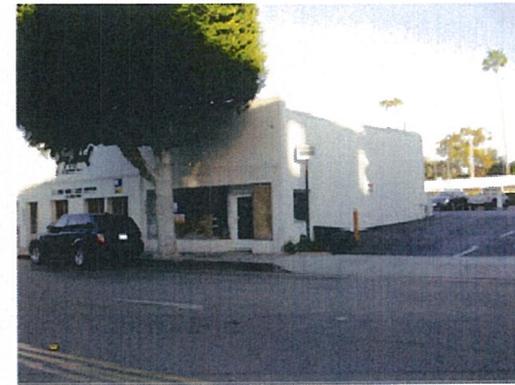
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SHEET TITLE

PANORAMA PHOTOS

DATE	BY	AS NOTED
08-24-14		

SCALE: 1"=100'
DATE: 08/24/14
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CHECKED BY: [Signature]
PROJECT: 14-001
SHEET: A9



9843 S. SANTA MONICA BLVD.
EXISTING STOREFRONT

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NO.	DESCRIPTION	DATE

SHEET TITLE
 PHOTOS-EXISTING SITE

DATE	BY	APP.	JOB NO/TITLE

A10



9843 S. SANTA MONICA BLVD.
SIDE STOREFRONT RENDERING



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PROJECT

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9843 S. SANTA MONICA BLVD.
BEVERLY HILLS, CA 90212

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NO.	DESCRIPTION	DATE

SHEET TITLE

SIDE RENDERING

DATE	BY	CHK'D BY	APP'D BY
09/24/14	JL	JL	JL

PROJECT NO. Δ11



9843 S. SANTA MONICA BLVD.
STOREFRONT RENDERING

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PROJECT

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REVISIONS

NO.	DESCRIPTION	DATE

SHEET TITLE

FRONT RENDERING

DATE	BY	APP'D
08-28-14	EV	AK/DFD



Architectural Commission Report

455 North Rexford Drive, Room 280-A
AC Meeting – October 15, 2014

Attachment C

DRAFT Approval Resolution

RESOLUTION NO. AC-XX-14

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT FOR A FAÇADE REMODEL, BUSINESS IDENTIFICATION SIGNAGE, AND A SIGN ACCOMMODATION TO ALLOW BUSINESS IDENTIFICATION SIGNAGE TO FACE PRIVATE PROPERTY FOR THE PROPERTY LOCATED AT 9849 SOUTH SANTA MONICA BOULEVARD (PL146751 – DOOR TO DOOR VALET CLEANERS).

The Architectural Commission of the City of Beverly Hills hereby finds, resolves and determines as follows:

Section 1. Michael Palmer, MPA Architects, on behalf of the property owner, A&G Realty Group, Inc., and the tenant, Door to Door Valet Cleaners, (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, business identification signage, and a sign accommodation to allow business identification signage to face private property for the property located at 9849 South Santa Monica Boulevard.

Section 2. Beverly Hills Municipal Code Article 30, Chapter 3 of Title 10, authorizes the Architectural Commission the authority to approve, approve with conditions or deny design-related aspects of projects located in the city’s commercial and multi-family districts, subject to findings set forth in Beverly Municipal Code Section 10-3-3010.

Section 3. Consistent with Beverly Hills Municipal Code Section 10-3-3010, this resolution documents the official action of the architectural commission with respect to the project.

Section 4. The subject project has been reviewed pursuant to the provisions set forth in the California Environmental Quality Act (CEQA – Public Resource Code Sections 21000, *et seq.*), the

State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 *et seq.*), and the city's local CEQA Guidelines. The subject project is exempt from environmental review pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment. The project has also been reviewed and found to not be a historic resource. The existing improvements to be demolished or altered were not designed by an architect or builder identified on the City's Master Architect list and the site and improvements are not listed on the City's historic resource inventory.

Section 5. The Architectural Commission conducted a duly noticed public hearing on October 15, 2014 at which time oral and documentary evidence was received concerning the application.

Section 6. Based upon the evidence presented at the hearings, including the staff report(s), oral and written testimony, the Architectural Commission hereby makes the following findings:

A. The plan for the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas, and high quality. Specifically the project incorporates an appropriate balance of color, high quality materials and appropriate architectural design principles to reinforce the city's urban form and promote the image of Beverly Hills.

B. The plan for the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable. The proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, comply with all applicable building codes, including standards that protect against unwanted noise and vibrations.

C. Proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value. Specifically, the commission has reviewed the design and construction materials proposed for the project, which incorporates contemporary building material of known quality and durability. Moreover, the project design is appropriate to the building and surrounding improvements and is well matched to the selected materials.

D. As conditioned, the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan. The proposed project complies with the applicable goals and policies set forth in the general plan, and, as conditioned, designed in a manner that complies with local ordinances. The overall design is consistent with and appropriate to other improvements in the general vicinity.

E. The proposed development is in conformity with the standards of this code and other applicable laws insofar as the location and appearance of the buildings and structures are involved. As, conditioned, the project will be designed in compliance with all applicable regulations.

F. The proposed development is designed in a manner that protects and preserves those exterior elements of the building which the planning commission found contributed to the determination of the project as a “character contributing building”: in accordance with section 10-2-707 of this title. The proposed project does not include a request and has not been determined by the planning commission to be a project that qualifies as a “character contributing building” under section 10-2-707. Therefore, this finding is not applicable to the subject project.

Section 7. Based on the foregoing, the Architectural Commission hereby grants the request defined in this resolution subject to the following conditions:

Project-Specific Conditions

No project-specific conditions are proposed.

Standard Conditions

1. **Revised Plan Submittal.** For all projects that are approved with project-specific conditions, a revised plan set that has fully incorporated all such conditions shall be submitted to the project planner, both in hard copy format and in electronic format, prior to submitting for the building permit plan check process.
2. **Architectural Approval.** Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
3. **Compliance with Municipal Code.** Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city’s municipal code and applicable conditions imposed by any discretionary review approval.

4. **Compliance with Special Conditions.** Any special conditions that require approval by the director of community development, or designee, shall be submitted to the staff liaison to the commission within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.

5. **Project Rendering.** Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the director of community development, or designee, and shall include sufficient design information to evaluate project compliance during construction.

6. **Approval Resolution.** A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.

7. **Substantial Compliance with Approved Plans.** The director of community development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.

8. **Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

Section 8. The Secretary of the Architectural Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and its certification to be entered in the administrative record maintained by the community development department.

Section 9. Decisions of the Architectural Commission may be appealed to the City Council within fourteen (14) days of the final action by filing a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: October 15, 2014

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission